

ABSTRACT OF THE DISCLOSURE

An improved blow molded plastic non-round container having rectangular sidewalls is adapted for hot-fill applications. The hot-fill container has vacuum panel reinforcement panels with rib structures located in a label mounting area on the sidewalls. In each panel, the ribs extend across the panel and are parallel to each other where the edge of one rib faces in each array faces inward and the others in the array face outward. The inward rib resists the bulge of the panel and improves bumper denting, ease of manufacture and light weigh capability.